

ABSTRACT OF THE DISCLOSURE

A multimedia system and method which includes a television program, an electronic commerce catalog, an interactive Internet site and an electronic communications network linking the television program, the electronic commerce catalog and the interactive Internet site. The system and method is designed such that the users of the Internet site affect the content within the live television program, and the live television program is produced to function in tandem with the Internet site such that the content of the program determines the content of the electronic commerce catalog.